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**METHOD AND APPARATUS FOR MATCHING A USER'S USE PROFILE IN  
COMMERCE WITH A BROADCAST**

**ABSTRACT OF THE DISCLOSURE**

5 A method for advertising over a network and broadcast media combination. A user's computer at a location on the network is operable to receive a signal from a broadcast generated by an advertiser, which signal has embedded therein unique coded information. The user's computer is connected to an advertiser's location in response to extracting the unique coded information from the audio signal. The advertiser's location is correlated to the unique coded information. The operation of connecting causes profile information of the user to be sent to the advertiser's location over the network. The profile at the advertiser's location is then received, and information generated to forward to the user based upon the user's profile forwarded thereto. This information is then forward to the connected user.